

## Message Text

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21

ACTION H-03

INFO OCT-01 AF-04 ISO-00 AID-01 SS-07 NSC-06 /022 W

----- 024487

R 020645Z JUL 75

FM AMEMBASSY NDJAMENA

TO SECSTATE WASHDC 9809

INFO AMEMBASSY KINSHASA

AMEMBASSY MONROVIA

UNCLAS NDJAMENA 1688

MONROVIA FOR CODEL METCALF, ETA JULY 2

E.O. 11652: N/A

TAGS: OREP (DIGGS, CHARLES C. JR.)

SUBJECT: CODEL DIGGS VIEWS US PAVILLION KINSHASA

TRADE FAIR

1. CODEL DIGGS REQUESTS FOLLOWING MESSAGE BE PASSED TO:  
SECRETARY COMMERCE: ASSISTANT SECRETARY (AF) DAVIS:  
DIRECTOR USIS AND ASSISTANT DIRECTOR AFRICA: MR. STAN  
SCOTT, SPECIAL ASSISTANT TO PRESIDENT: DR. BERKLEY  
BURRELL, PRESIDENT NATIONAL BUSINESS ASSOCIATION.

2. BEGIN MESSAGE: INSPCTED US PAVILLION, INTERNATIONAL  
TRADE FAIR KINSHASA DURING STOPOVER 29 JUNE. IT IS A  
STERILE DISPLAY OF HEAVILY WEIGHTED INDUSTRIAL  
EXHIBITIONS WITH MINIMAL IMAGINATION FOR A DEVELOPING  
COUNTRY LOCALE. WHEREAS I REALIZE THAT A TRADE FAIR  
IS PRINCIPALLY DESIGNED TO PROMOTE LARGER COMMERCIAL  
ENTERPRISE, IN A DEVELOPING COUNTRY THERE SHOULD  
AT LEAST BE SOME INCLUSION OF MORE LOCALLY  
RELEVANT EXHIBITIONS.

FOR EXAMPLE, THE BICENTENNIAL THEME OF THE USIS  
COMPONENT HAS A VERY LOW COST-BENEFIT RATION IN  
MY OPINION. IT WOULD HAVE MORE RELEVANCE IN EUROPE  
OR CERTAIN POSTS OF THE WESTERN HEMISPHERE AND IN  
THE US BUT LITTLE IN AFRICA. IT MIGHT HAVE HAD  
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MORE RELEVANCE, BUT THE ONLY BLACK FACES IN THE

ENTIRE USIS EXHIBIT WERE A COUPLE IN A STEREOTYPED DANCING SCENE, WITH THE MALE WEARING A WHITE SUPERFLY OUTFIT, WIDE BRIMMED HAT INCLUDED AND THE FEMALE IN A MINI-SKIRT, THE LATTER OF WHICH HAS BEEN BANNED BY GOZ. BY CONTRAST, THE PRC EXHIBIT WAS A BALANCE OF INDUSTRIAL, AGRICULTURAL, CULTURAL AND SMALL ENTERPRISE SUBJECTS, MUCH MORE RELEVANT TO LOCAL INTEREST. IN FUTHER CONTRAST TO THE INCREDIBLE OVERSIGHT OF USIS, THERE WERE SEVERAL LARGE PICTURES WITH INTEGRATED CHINESE-ZAIROISE SUBJECTS-- MOBUTU AND MAO TSE TUNG, TRADE MISSIONS AND VISITATIONS BETWEEN THE TWO COUNTRIES. WE DO NTO HAVE TO USE VISITORS FOR INTEGRATED THEMES. THE US HAS THE SECOND LARGEST BLACK POPULATION OF ANY NATION IN THE WORLD (ONLY NIGERIA HAS A LARGER ONE) AND YET USIS DID NOT EXPLOIT THE OPPORTUNITY KINSHASA MADE REPRESENTED. COMMERCE WAS EVEN WORSE BECAUSE IT HAD OVERALL RESPONSIBILITY FOR US PARTICIPATION AND WAS NOT SENSITIVE ENOUGH TO ESTABLISH APPROPRIATE GUIDELINES.

REQUEST DETAILED REPORT AND EXPLANATION,  
TOGETHER WITH COMMITMENT TO NEW GUIDELINES.  
END MESSAGE.LITTLE

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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